

1 of 4

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

$$SC = *$$

THIS IS A NEW CONTRACT

TOTAL 17,600

PLS CONFIRM ASAP

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/20-08/20	1	1	1	\$450.00	
	Rating: 1.4											
	2	TU	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/21-08/21	1	1	1	\$450.00	
	Rating: 1.4											
	3	W	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/22-08/22	1	1	1	\$450.00	
	Rating: 1.4											
	4	TH	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/23-08/23	1	1	1	\$450.00	
	Rating: 1.4											
	5	F	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/24-08/24	1	1	1	\$450.00	
	Rating: 1.4											
	6	M	4P-5P	JUDGE JUDY	:30	\$400.00	08/20-08/20	1	1	1	\$400.00	
	Rating: 1.5											
	7	TU	4P-5P	JUDGE JUDY	:30	\$400.00	08/21-08/21	1	1	1	\$400.00	
	Rating: 1.5											
	8	W	4P-5P	JUDGE JUDY	:30	\$400.00	08/22-08/22	1	1	1	\$400.00	
	Rating: 1.5											

Rep Order#	6842894	Ver#	1	Status	New
EC'd	Yes				

Traffic Order# 6842894

Printed: 08/16/2012 2:12 PM
Last Received: 08/16/2012 11:11 AM
Showing Buylines: All Lines

2 of 4

Station	KTNV-TV LAS VEGAS, NV
Advertiser	() .RNC IE
Product	RNC IE
Estimate#	3036
Buyer	Tracey Robinson
Phone#	
Fax#	

Agency () NATIONAL MEDIA RESEARCH
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/444/3036
Flight Dates 08/18/2012 - 08/24/2012
Hiatus Weeks

Rep Firm
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	TH	4P-5P	JUDGE JUDY	:30	\$400.00	08/23-08/23	1	1	1	\$400.00	
Rating: 1.5												
	10	F	4P-5P	JUDGE JUDY	:30	\$400.00	08/24-08/24	1	1	1	\$400.00	
Rating: 1.5												
	11	M	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/20-08/20	1	1	1	\$500.00	
Rating: 1.8												
	12	TU	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/21-08/21	1	1	1	\$500.00	
Rating: 1.8												
	13	W	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 1.8												
	14	TH	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/23-08/23	1	1	1	\$500.00	
Rating: 1.8												
	15	F	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/24-08/24	1	1	1	\$500.00	
Rating: 1.8												
	16	SU	6P-630P	ACTION NWS@6PM	:30	\$500.00	08/19-08/19	1	1	1	\$500.00	
Rating: 1.5												
	17	M	730P-8P	MILLIONAIRE	:30	\$400.00	08/20-08/20	1	1	1	\$400.00	
Rating: 1.2												
	18	TU	730P-8P	MILLIONAIRE	:30	\$400.00	08/21-08/21	1	1	1	\$400.00	
Rating: 1.2												
	19	W	730P-8P	MILLIONAIRE	:30	\$400.00	08/22-08/22	1	1	1	\$400.00	
Rating: 1.2												

Rep Order#	6842894	Ver#	1	Status	New
EC'd	Yes				

Traffic Order# 6842894

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Advertiser	() .RNC IE
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	TH	730P-8P	MILLIONAIRE	:30	\$400.00	08/23-08/23	1	1	1	\$400.00	
Rating: 1.2												
	21	F	730P-8P	MILLIONAIRE	:30	\$400.00	08/24-08/24	1	1	1	\$400.00	
Rating: 1.2												
	22	TH	630P-930P	NFL PRE-SEASON	:30	\$2,500.00	08/23-08/23	1	1	1	\$2,500.00	
Rating: 5.0												
	23	TU	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	08/21-08/21	1	1	1	\$1,200.00	
Rating: 2.5												
	24	TH	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	08/23-08/23	1	1	1	\$1,200.00	
Rating: 2.5												
	25	F	11P-1135P	ACTION NWS@11P	:30	\$1,200.00	08/24-08/24	1	1	1	\$1,200.00	
Rating: 2.5												
	26	M	1135P-1205A	ABC-NITELINE	:30	\$450.00	08/20-08/20	1	1	1	\$450.00	
Rating: 1.2												
	27	TU	1135P-1205A	ABC-NITELINE	:30	\$450.00	08/21-08/21	1	1	1	\$450.00	
Rating: 1.2												
	28	W	1135P-1205A	ABC-NITELINE	:30	\$450.00	08/22-08/22	1	1	1	\$450.00	
Rating: 1.2												
	29	TH	1135P-1205A	ABC-NITELINE	:30	\$450.00	08/23-08/23	1	1	1	\$450.00	
Rating: 1.2												

Station KTNV-TV LAS VEGAS, NV

Advertiser () RNC IE

Product RNC IE

Estimate# 3036

Buyer Tracey Robinson

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

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Hiatus Weeks

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	30	F	1135P-1205A	ABC-NITELINE	:30	\$450.00	08/24-08/24	1	1	1	\$450.00	

Rating: 1.2

---REPORT TOTALS---

Report Totals: 30 / \$17,600.00

---SALES MONTHLY TOTALS---

Aug 12: 30 / \$17,600.00

Sales Totals: 30 / \$17,600.00

Station Totals: 30 / \$17,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$110,000	KBLR	0%	KLAS	0%	KSNV	60%	KTNV	16%	KTUD	0%
		KVCW	1%	KVMY	6%	KVVU	17%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE